

and (B) one or more phrases as ad information for an ad include means for populating keyword targeting information of the ad.

70. The apparatus of claim 66 wherein the means for providing the obtained at least one of (A) one or more terms and (B) one or more phrases as ad information for an ad include means for suggesting keyword targeting information to an advertiser.

71. The apparatus of claim 66 wherein the means for providing the obtained at least one of (A) one or more terms

and (B) one or more phrases as ad information for an ad include means for populating at least some content of a creative of the ad.

72. The apparatus of claim 66 wherein the means for providing the obtained at least one of (A) one or more terms and (B) one or more phrases as ad information for an ad include means for suggesting at least some content of a creative of the ad to an advertiser.

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